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TELEVISION CULTURE

Television's multiple dimensions have shaped, continue to shape and alter our life through its aesthetic, social, cultural, generic and ideological impact. Television has always been transforming the dynamics of media landscape, blurring the boundaries between the real and the imaginary, leading audiences to seriously view their life differently. TV pictures, images, stories and narratives have been playing a central role in redefining people's cultural identities and views of the world around them. TV has also been engaged in remapping the technological circumference since its invention in 1926. In this context, we can refer to Marshal McLuhan's communication theory, « the medium is the message » which clearly confirms that TV is not only the medium ; it is the message at the same time. Therefore TV's physical presence or morphology cannot be disconnected from its cultural and ideological ramifications.

-Television in the post-broadcast era

Television's hegemonic position in relation to the other media outlets has never been contested/questioned. It is still the main source of information, knowledge, entertainment, education and advertising. It is also a valuable object of scrutiny/research among scholars, teachers and students. With the massive surge of digital technologies, TV has taken on a new dimension and momentum. Contrary to print journalism which is drastically receding and giving way to online journalism, TV has succeeded in integrating and adapting with the new digital technologies and cultures. Television is adamantly surviving in the digital/post-broadcast period. TV continues to exist in our digital age, with new shape, contents, narratives, options and audiences. In other words, TV has reinvented itself in a time of sweeping changes brought about by the new technology.

People continue to watch and enjoy TV programmes and genres. Movies, Talk shows, serials, sit-coms, news and advertisements are still part and parcel of the flow of people's everyday life. Its aesthetic complexity and cultural load have always been of great academic concern.

The technological transformation of TV is amply visible in both shape and content. Concerning shape TV is now slim and light, allowing for easy usability and manageability. The major technological transformations reside in TV's content which is manifestedly a digital 'hybridization' : traditional TV set integrating the internet options and cultures, allowing users/viewers to experience almost the same interactivity as on their digital devices (mobiles, computers and labtops). On smart TV audiences/users can stream music,

videos, access social networks (Facebook, Twitter, Youtube...), play video games and download software applications.

Therefore, the binary line between traditional and post-broadcast TV has seriously been blurred. TV has kept its essential qualities as a cultural and technological form, on the one hand. On the other hand, it has succeeded in integrating the new digital technologies to survive in a world of unceasing /continuous transformations.

-TELEVISION GENRES :

TV genres are programmes broadcast on television « having distinctive textual features, subjects, functions, audiences... »

They may be factual genres, fiction or both (hybrid).

-EXAMPLES OF TV GENRES :

.Sitcoms : a television series that deals with a group of people in a humorous way.

.Documentary : a television programme that deals with real people and events.

.News : a television broadcast that gives information about recent events by a newsreader, with reports by correspondents.

.Soap Opera : a television serial about imaginary people dealing with domestic situations and involving melodrama and sentimentality.

.Commercials : are television ads (advertisements) to promote products and services to audiences (potential buyers). They are made by companies or advertising agencies.

.Serials : a television programme or story made up of multiple episodes broadcast in regular intervals, mostly having a continuous plot.

.Talk shows : a television genre in which guests or group of people talk about different topics in an informal way.

.Cartoon : animated drawings of unreal characters and images in form of funny or humorous illustrations : « animated tv series ».

.Game show and quizzes : : a tv genre in which contestants (individuals or groups) play games, answer questions and solve puzzles to win prizes.

.Reality show : a tv programme that aims to represent everyday life by ordinary people, not professional actors. The focus is on drama, action and conflicts between individuals.

